

GREY LITERATURE BETWEEN TRADITION AND INNOVATION: IS THERE A CONTINUUM?

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Starting questions

- ❑ Why Social Media, now?
- ❑ Why Social Media for Grey, now?
- ❑ Why Grey Literature between tradition and innovation: is there a continuum?

Why Social Media, now?

In January 2010, *The Economist* published a special report on social

on page 14 we read: “This democratization of technology is driving the socialisation of the web and fundamentally changing the way that people interact with one another, as well as with businesses and governments”.

... Why Social Media, now?

- The use of technology becomes democratic;
- Technology is available and easily accessible to most people regardless of age, culture, country and economic condition;
- This is the first time in history that a free system of communication increasingly becomes a flow of information through space and time;
- This process does not duplicate knowledge as it happened in the medieval 'scriptorium' nor store it: it is a simple transmission of news and events happened all over the world, a stream of thought which relates all those who are connected.

Why Social Media for Grey, now?

Over the last decade both Grey Literature and traditional literature underwent the transformation of the communication channels of scientific information:

- ❑ the aim is to concentrate knowledge for then disclose, disseminate and share it with citizens: obviously the purpose is no longer to conserve and preserve knowledge for transmission to a niche of few users as it used to be in the Middle Ages;
- ❑ by means of the social networking sites system (SNSs) – the new added value to production and expansion of knowledge – Grey Literature is involved as well, but how? Groups of Grey Literature scholars with common interests and goals discuss, ponder and compare with new methodologies and new type of information for trying to retrieve/define new paradigm;
- ❑ the consequence has been a drastic change of the editorial look which became increasingly headed towards electronic publication on the web;

Why Grey Literature between tradition and innovation: is there a continuum?

Internet has become a universal repository where users, by means of web-based interfaces, can extract information from documentation. But not only: the web makes available to users what is called “social networking”, that is a tool of interactive approach, a collective voice and a new way of communicating. The interactive nature of this tool makes information expand and creates an added value which enlarges knowledge.


In this modern XVIIIth century-like literary salon, culture is created and spread around with the purpose of establishing clusterings of contents and objectives. For sure a new Grey generation is born and the answer to the question “ why social media for Grey, now” is very simple: “It is just moving with the times”

...Why Grey Literature between tradition and innovation: is there a continuum?











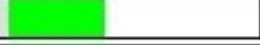
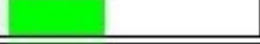

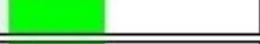


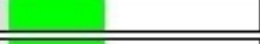



Discussion and shared interest for knowledge is the adhesive of the social network members: it is a sort of modern literary salon where the meetings have a “free” and spontaneous nature, participants have a common socio-cultural background and the participation itself is the intrinsic purpose. This said, the importance of social networks lies just in the richness of relations – human, cultural, scientific, economic - which can be developed.

Is the web – alongside with its new ways of social media communication - the modern form of medieval “scriptorium”? How do the social media applications relate to Grey Literature and how can they be employed for research on Grey?





The use of Single Terms in Grey Literature (about Social Networking)

ID	single terms	relevance
1	knowledge	100.0% 
2	networking	95.1% 
3	content	76.0% 
4	library	75.5% 
5	web	71.3% 
6	database	71.3% 
7	literature	71.2% 
8	user	70.8% 
9	information	68.8% 
10	tool	68.6% 
11	communication	67.0% 
12	access	60.4% 
13	community	58.5% 
14	environment	51.9% 
15	research	51.4% 
16	sharing	50.7% 
17	site	50.6% 
18	health	49.1% 
19	representation	45.4% 
20	technology	42.9% 

The use of relevant multiple terms in Grey Literature (about Social Networking)

ID	relevant multiple terms (general purpose relevance)	relevance
1	grey literature	100.0% 
2	ability of user	60.4% 
3	new searchable database	60.4% 
4	interest group	52.4% 
5	presence blending information product	42.4% 
6	community of grey literature	40.2% 
7	discoverability of grey literature	39.2% 
8	kind of grey literature	38.6% 
9	interactive communication	38.1% 
10	social networking	38.1% 
11	incremental approach	38.1% 
12	mode of knowledge sharing/creation	38.1% 
13	range of social networking	38.1% 
14	concept from large document	38.1% 
15	area of general medicine	38.1% 
16	many more specialized example	38.1% 
17	communication with much variation	38.1% 
18	tool for volatile knowledge	38.1% 
19	online research interest group	38.1% 
20	realm of human interactivity	38.1% 

The use of Domain-Specific Multiple Terms in Grey Literature (about Social Networking)

ID	domain-specific multiple terms (text-dependent relevance)	relevance
1	grey literature	100.0% 
2	social networking	100.0% 
3	ability of user	100.0% 
4	new searchable database	100.0% 
5	interactive communication	100.0% 
6	incremental approach	100.0% 
7	interest group	100.0% 

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To conclude, it might be asserted that finding continuity between the old traditional way of producing and sharing Grey Literature and the current technological methods is a difficult task; continuity is rather to be found at the level of contents because Grey Literature will always be Grey literature, over time and technology.

...Grey Literature between tradition and innovation: Is there a continuum?

The tables - created by means of the linguistic tools developed within the “DylanLab: Lab for Computational Models of the Dynamics of Language and Cognition” of the Institute of Computational Linguistics - allowed a textual analysis of the abstracts and titles belonging to the 'Social Networking' session of this Thirteenth International Conference on Grey Literature.